



my  
Friend

The famous C.B.S.  
TELEVISION and  
RADIO Laff-Riot!



# Irma

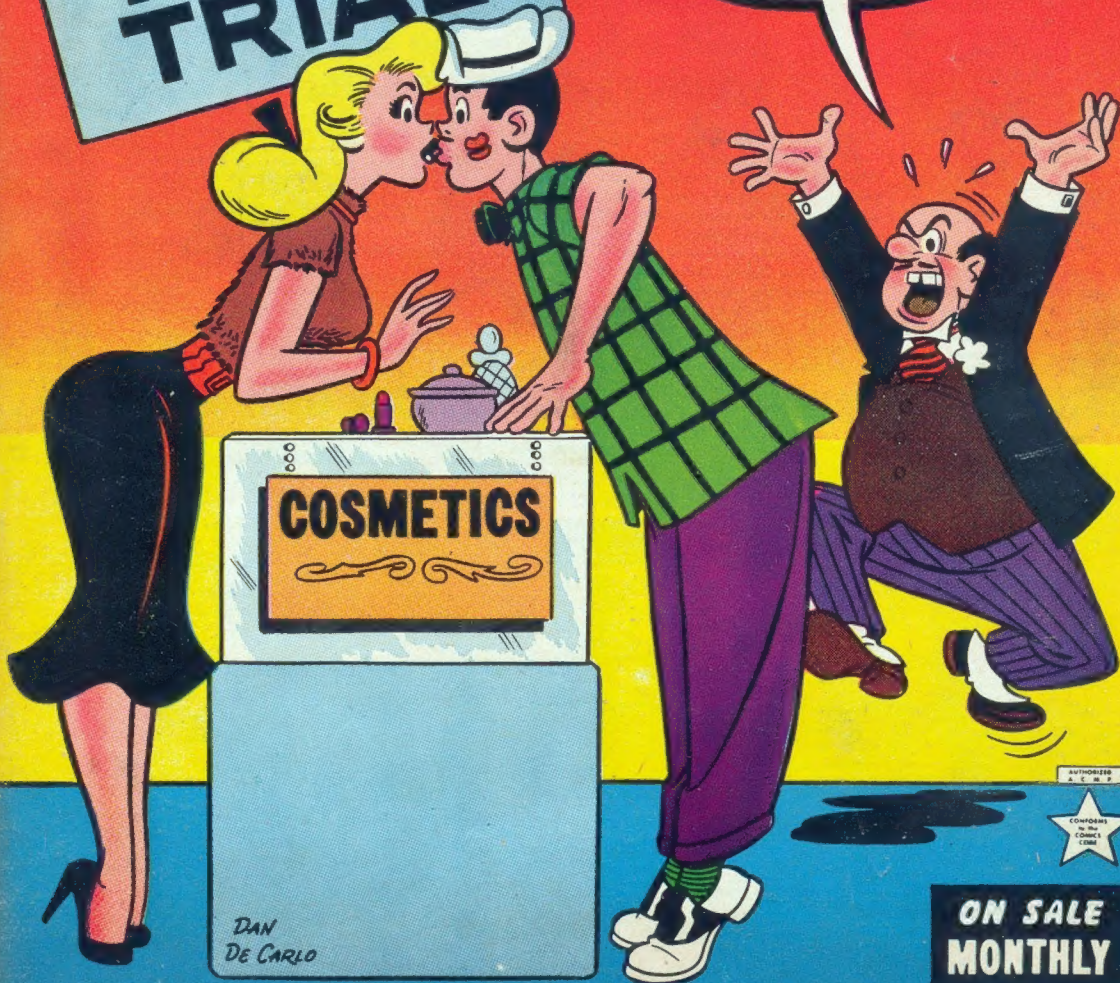
APRIL

NO.  
30

10¢

KISSPROOF LIPSTICK  
GUARANTEED NOT TO SMEAR OFF  
**FREE TRIAL**

IRMA!! THAT'S NOT THE  
KINDA FREE TRIAL WE  
MEAN!



DAN  
DE CARLO

AUTHORIZED  
AGENT

COMMENTS  
to the  
Editor  
of  
C.B.S.

ON SALE  
MONTHLY



Reducing Specialist Says:  
**LOSE WEIGHT**

Where  
It  
Shows  
Most

# REDUCE

MOST ANY  
PART OF  
THE  
BODY WITH

**ELECTRIC**

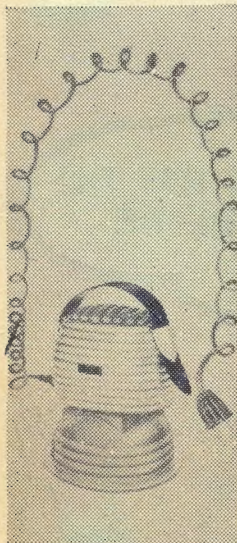
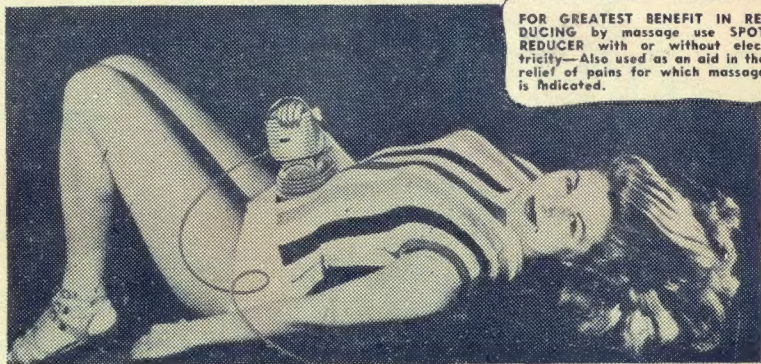
## Spot Reducer

**Relaxing • Soothing  
Penetrating Massage**

PLUG IN  
GRASP  
HANDLE  
AND  
APPLY

  
UNDERWRITERS  
LABORATORY  
APPROVED

FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.



## TAKE OFF EXCESS WEIGHT!

**Don't Stay FAT— You Can LOSE  
POUNDS and INCHES SAFELY** Without Risking  
HEALTH

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

**L**IKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

### YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

## TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery—or send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

**SENT ON APPROVAL—MAIL COUPON NOW!**

**ALSO USE IT FOR ACES AND PAINS**



**CAN'T SLEEP:**

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



**MUSCULAR ACES:**

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

**LOSE WEIGHT  
OR NO CHARGE**

**USED BY EXPERTS**

Thousands have lost weight this way—in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

**ORDER IT TODAY!**

**SPOT REDUCER CO., Dept. B-356**

**318 Market St., Newark, New Jersey**

Please send me the Standard Model SPOT REDUCER for 10 days trial period. I enclose \$1.00, upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

☐ I enclose \$12.95. Send DeLux Model, postage pre-paid.

Name

Address

City  State

☐ **SAVE POSTAGE**—check here if you enclose \$12.95 for DeLux Model. We pay all postage and handling charges. Same money back guarantee applies.

☐ I enclose \$9.95. Send Standard Model.

**LOSE WEIGHT OR NO CHARGE**

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MAIL THIS 10 DAY FREE TRIAL COUPON NOW!



AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

# My Friend IRMA

IN ANSWER TO MANY, MANY REQUESTS (FROM AL), WE PRESENT THIS MODEST LITTLE MASTERPIECE WHICH DEPICTS HOW IRMA PETERSON FIRST MET AL DUGAN! ANY SIMILARITY TO ACTUAL HUMOR, GAGS, OR JOKES IS PURELY COINCIDENTAL! IT ALL STARTED THE DAY IRMA FIRST ARRIVED IN NEW YORK FROM MINNESOTA...

RED CAP, MA'AM?

NO, THANKS! I'LL JUST KEEP MY OWN LITTLE HAT ON!



IRMA'S DRESS BY:  
NANCY CESSNA  
304 BYRON AVE  
ALTOONA, PA.

C-253



WOULD YOU LIKE TO GO SIGHT-SEEING AROUND NEW YORK, LADY?

I SHOULD SAY NOT! WE HAVEN'T EVEN BEEN INTRODUCED!



I'D BETTER FIND A PLACE TO STAY...I'LL TRY THIS HOTEL...

BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD











MRS. O'REILLY RENTED IRMA A ROOM WITH JANE STACEY...AND THEN THAT NIGHT, IRMA HAD A CALLER...

HI, CHICKEN! I BROUGHT YOU A HOUSEWARMING PRESENT!

THANK YOU, BUT THE HOUSE IS WARM ENOUGH NOW!



IT'S A VERY UNUSUAL ASHTRAY!

WHAT'S UNUSUAL ABOUT IT?



IT'S FOR PEOPLE WHO DON'T SMOKE!!

IRMA... WHO... OR WHAT... IS THAT?



THIS IS AL DUGAN, JANE! AL, I'D LIKE YOU TO MAKE THE ACQUAINTANCESHIP OF MY ROOMMATE JANE STACEY!

ANY FRIEND OF IRMA'S IS A FRIEND OF MINE!

THIS IS WHERE IRMA AND I PART COMPANY!



WHAT DO YOU DO FOR A LIVING, AL?

AL IS AN INSURANCE COLLECTOR!

YEAH, I COLLECT UNEMPLOYMENT INSURANCE!



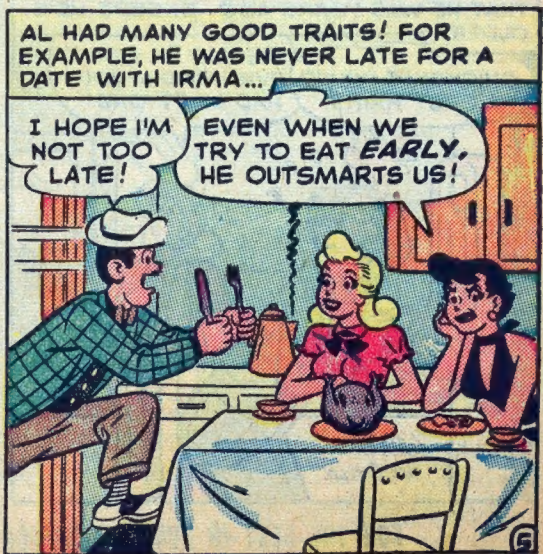
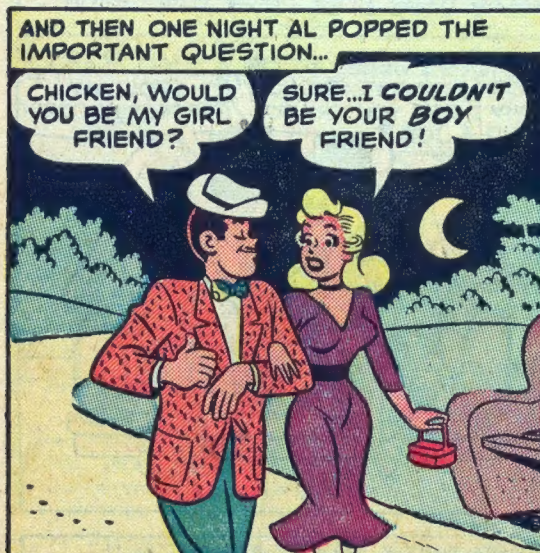
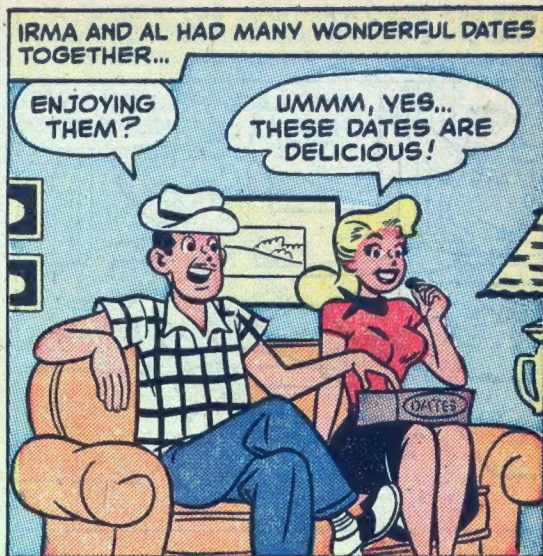
I CAME TO ASK IF YOU'D BOTH LIKE TO HAVE DINNER WITH ME?

OH SURE...

WELL, WELL, I HAD YOU PEGGED ALL WRONG! WE'D LOVE TO HAVE DINNER WITH YOU!

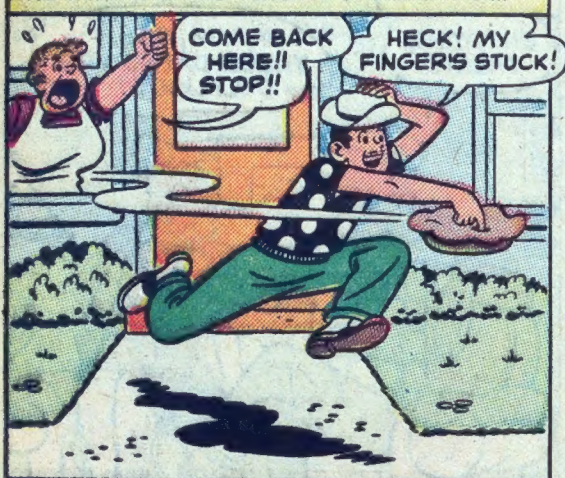








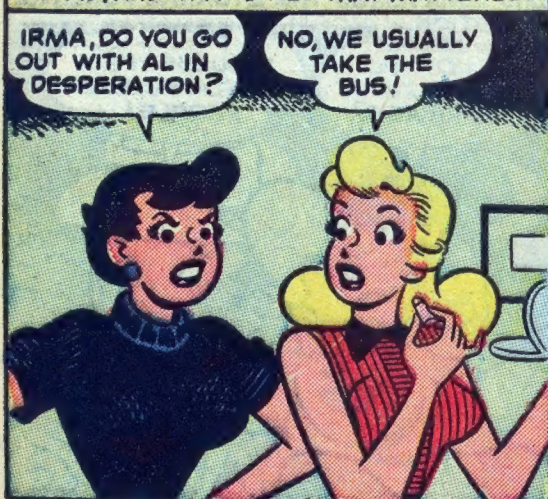
BESIDES BEING A FAITHFUL BOY FRIEND, AL WAS AN ENTERPRISING BUSINESSMAN... HE ALWAYS HAD HIS FINGER IN SOME PIE...



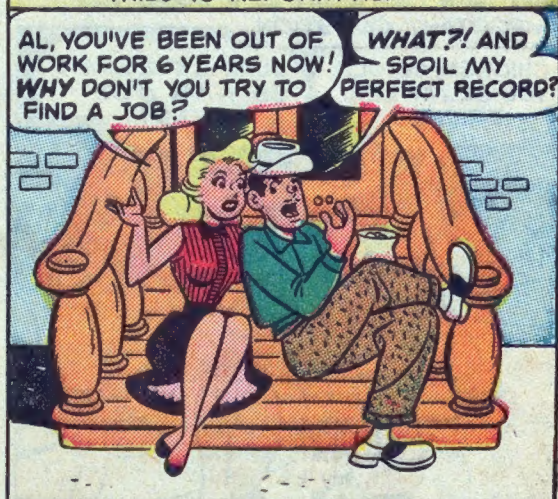
AND HE NEVER FORGOT IRMA'S BIRTHDAYS...



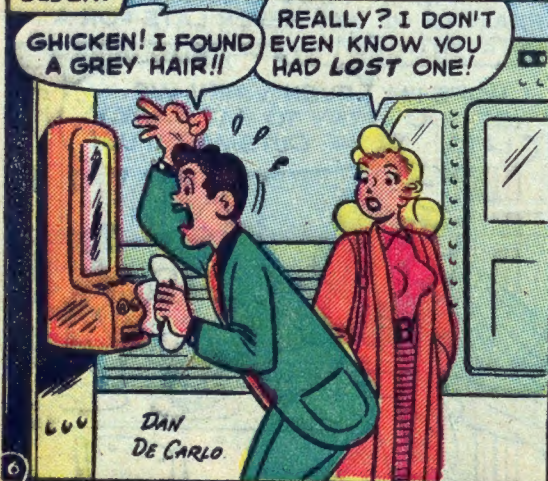
BUT IRMA LOVED HIM NO MATTER WHAT HE DID, AND THAT'S ALL THAT MATTERED!



THERE WERE EVEN TIMES WHEN IRMA TRIED TO REFORM AL...



AND TODAY, AL IS STILL THE SAME GUY THAT HE WAS YEARS AGO... EXCEPT HE'S OLDER!



AND THAT'S HOW IRMA MET AL!







# Skinny Girls Don't Have OOMPH!

It takes those extra lbs. of solid flesh to "bring out" your natural curves

If you're otherwise healthy but skinny, scrawny, rundown and lbs. underweight, try correcting this common mistake in eating.

THERE are three essential substances that many thin, scrawny and undernourished girls may fail to get in sufficient quantity from the food they eat. These substances are Vitamin B<sub>1</sub>, calcium phosphate and iron. If, like thousands of others, you are underweight without organic cause . . . never seem to gain a pound . . . are so thin that you look gangling and gawky from insufficient amounts of these precious elements, don't get discouraged.

You may find that by correcting this simple mistake in eating you can easily add firm solid flesh . . . extra alluring pounds that help bring out those natural eye-catching curves. A simple and easy way is to try the amazing new product called Numal that supplies, in significant amounts, the Vitamin B<sub>1</sub>, calcium phosphate and iron needed in the daily diet. Plus a food that in itself is a great help in adding extra pounds.

Take 1 heaping teaspoonful of Numal 3 times a day. It is pleasant, assimilable

*If loss of weight persists see your doctor*

U. S. NATURE PRODUCTS CORP., 3560 Broadway, Dept. 97A New York 31, N.Y.



you may be rundown, pale, weak and listless. You need calcium phosphate for sound teeth and sturdy bones.

**Numal Must Please You or No Cost**  
So if you are skinny, gangling and bony from lack of these precious nutrients, don't wait any longer. Get Numal today. You will want those extra pounds that "bring out" your natural eye-catching curves. Take Numal faithfully for a week. See if you can't actually feel the difference . . . gain weight and better color. If after this short period you honestly don't feel Numal has benefited you, just return the bottle for a complete refund of your money. Numal costs but a few cents a day to use.

## MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.  
3560 B'way, Dept. 97A, New York 31, N. Y.  
Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman \$2.00 plus C.O.D. charges and postage.

Name

Address

City  Zone  State

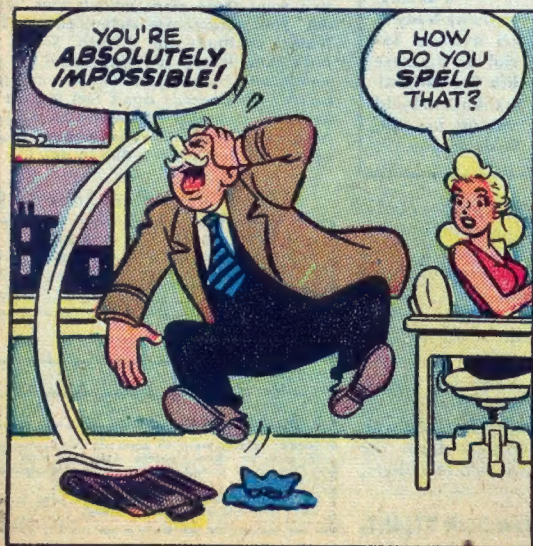
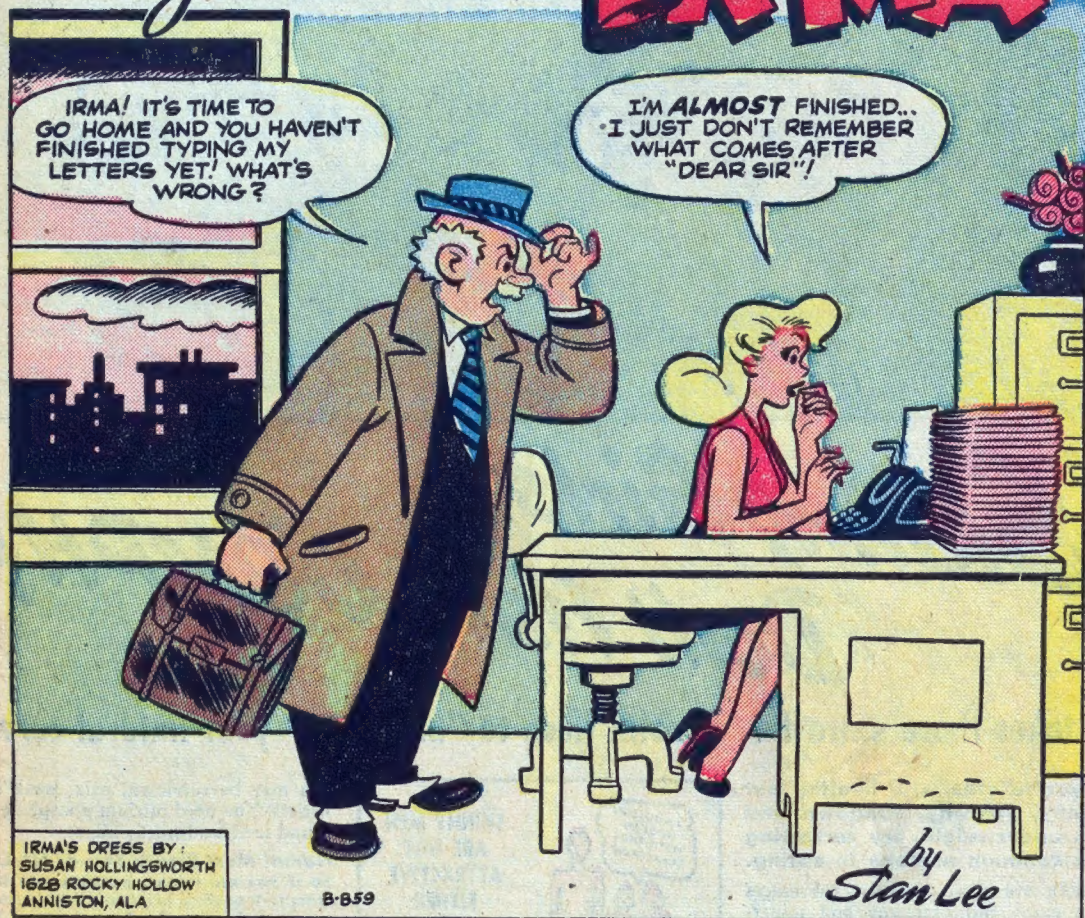
**NOTE:** If you want to save all postal charges enclose \$2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.

**Sorry:** Canadian orders cannot be sent C.O.D. Send International Money Order.

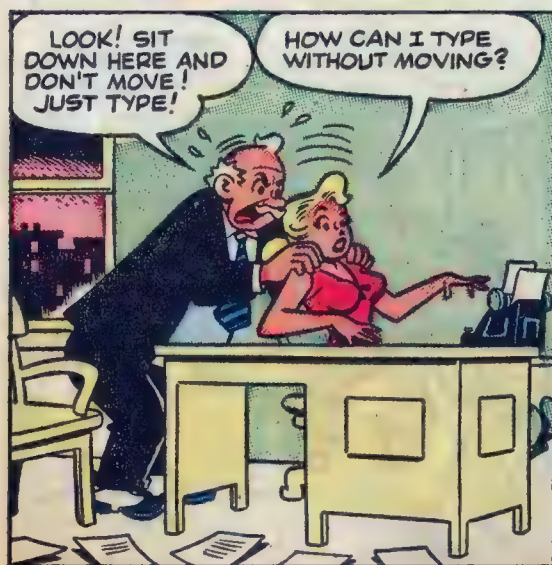
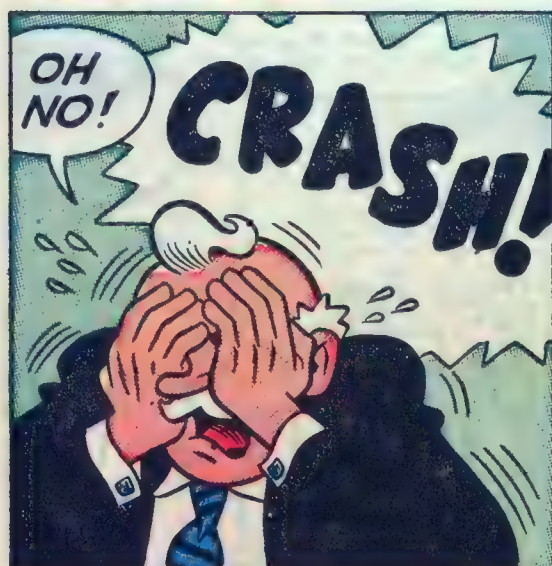


AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

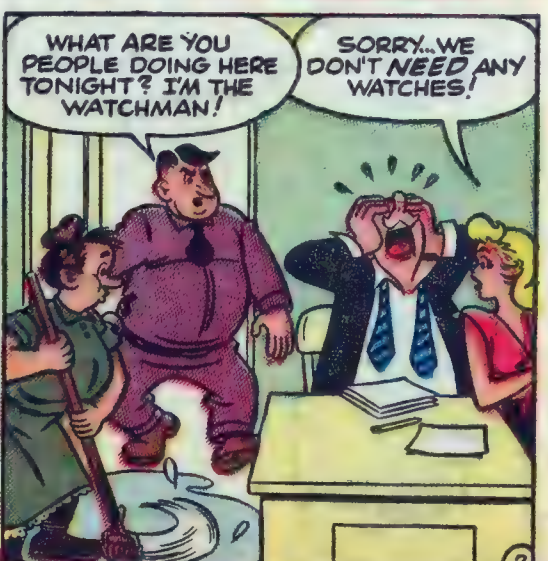
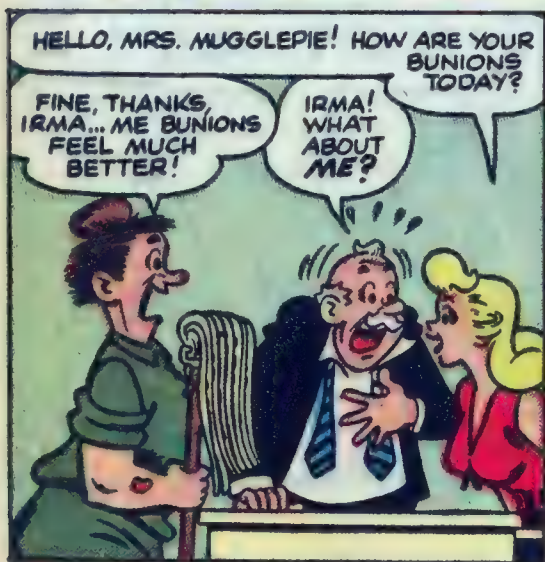
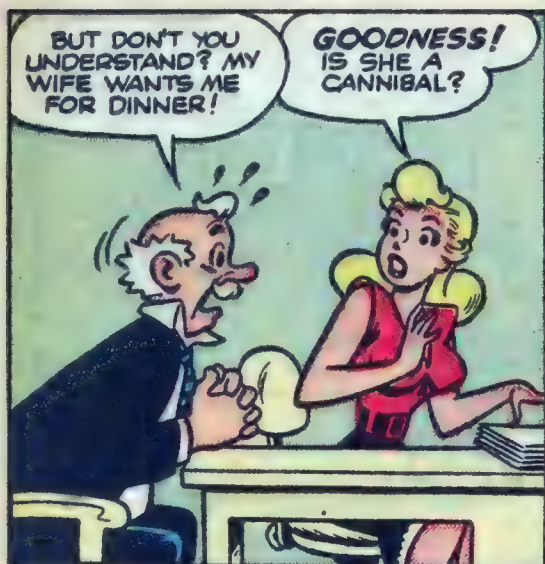
# My Friend **IRMA**



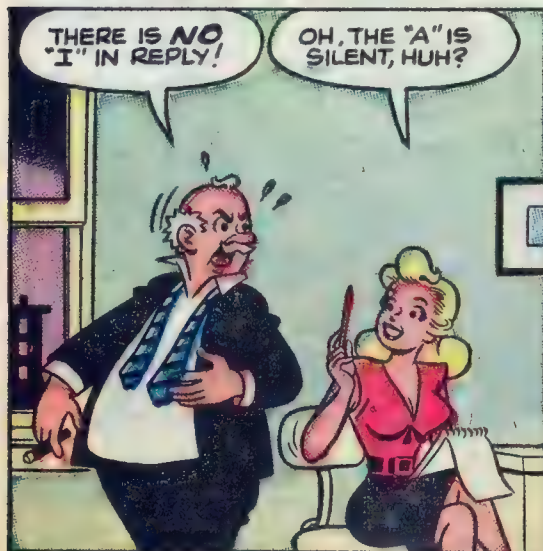
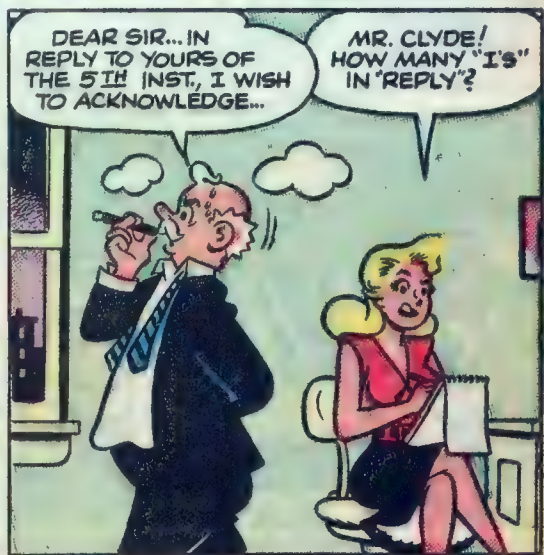
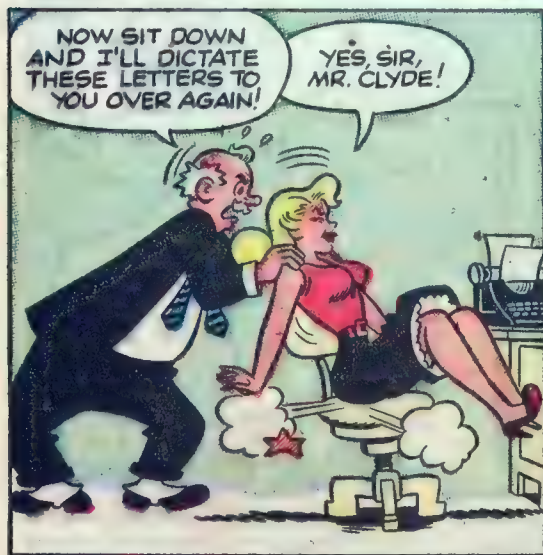




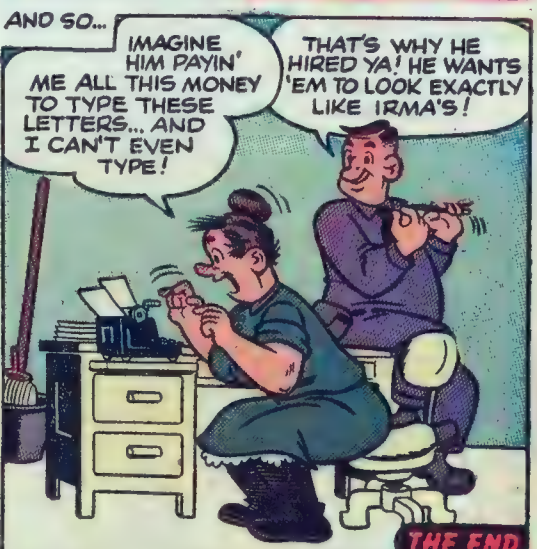
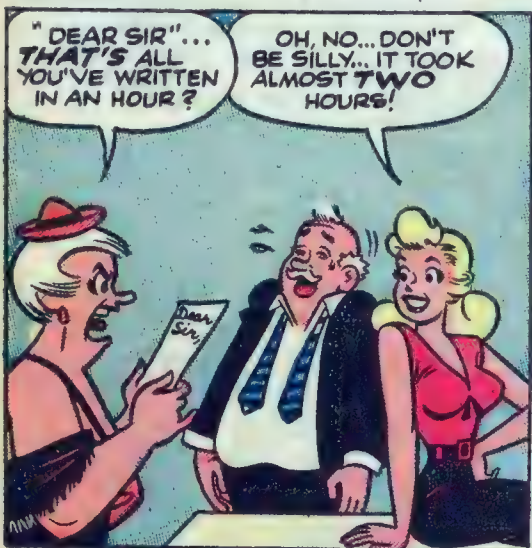
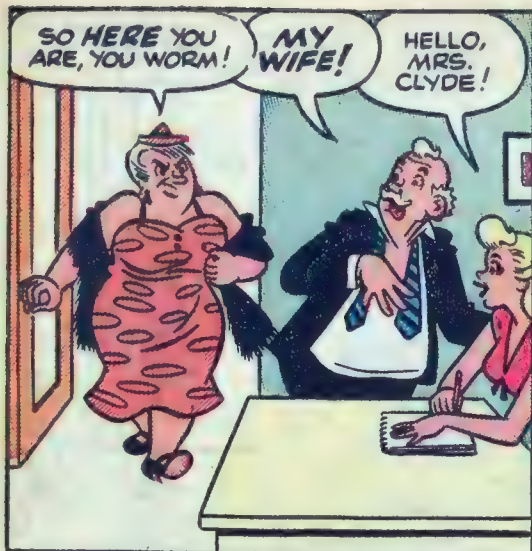












FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!





# Magic Dutch Rock Garden Grows in 4 DAYS



only  
**\$1.00**

**Grows  
in 4 Days  
Lasts for months  
in any season**

**Winter-Summer,  
Spring or Fall  
Grow grasses green  
and flowers tall.**

Boys & girls, here's exciting news. News about something entirely different! Now, you can grow a real garden of your very own—right in your own home. Yes, here's an amazing

magic garden you set up and plant yourself in a few minutes. Grow real grass and flowers in just a few days! You'll thrill to the magic of Mother Nature as you watch the grass sprout and the flowers take root and grow right before your eyes. In no time at all you'll have a colorful, healthy garden—and what a kick you'll get playing gardener, cutting the grass, watering the plants, and tending the lovely sweet-smelling flowers. You can even clip a beautiful bunch of flowers for mom or friend. All your friends will wonder how you were able to make things grow—They'll all want you to show them how!

## EVERYTHING YOU NEED

You get all these items—you don't need anything else. Plenty of Magic grass seeds . . . Magic soil. Lovely flower seeds . . . Practical, attractive container . . . Bright colored metal butterflies. Little Dutch boy and girl . . . American Flag . . . Parasol that opens and closes . . . simulated rocks. Cute ceramic dog . . . Many other exciting features.

Over a hundred square inches of garden—Special wishing pool in the center—An American flag and pole—Two attractive butterflies that look like they're flying—Your own container. Just look at the list!

## For Boys and Girls of All Ages

Here's a beautiful garden all your own for just a single dollar bill. You'll have hours of fun. You'll surprise your family and friends with what you know and what you can do!

**10 Day Trial FREE**

If you are not 100% delighted with this Garden just send it back. We will refund the full purchase price at once. Rush Coupon now!

## RUSH COUPON NOW!

Honor House Products Corp. Dept. 300  
836 Broadway, New York 3, N. Y.

Rush my Magic Dutch Rock Gardens on approval for only \$1.00. If I am not completely satisfied I may return it for prompt refund of full purchase price.

Name \_\_\_\_\_

Address \_\_\_\_\_

☐ Send C. O. D. I'll pay postman \$1 plus a few cents postage.

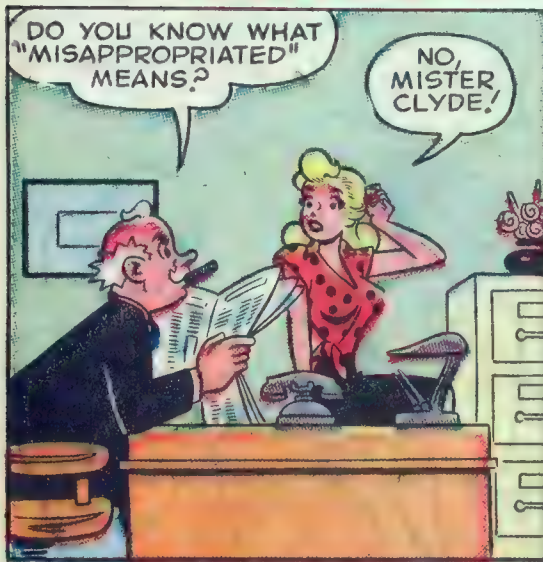
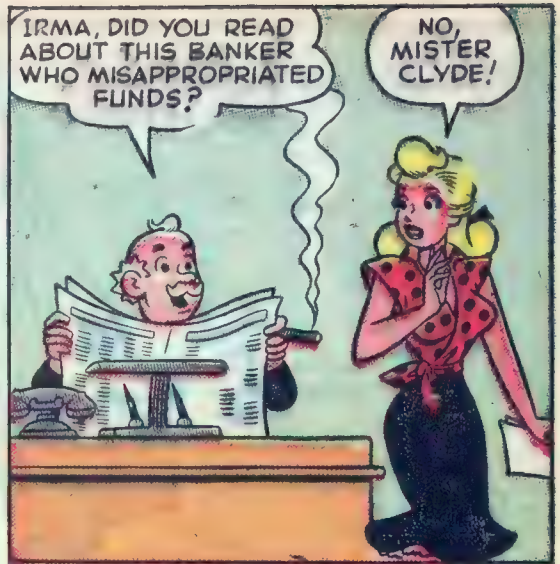
☐ I enclose \$1.00 for my garden. You pay postage. Same money back guarantee.



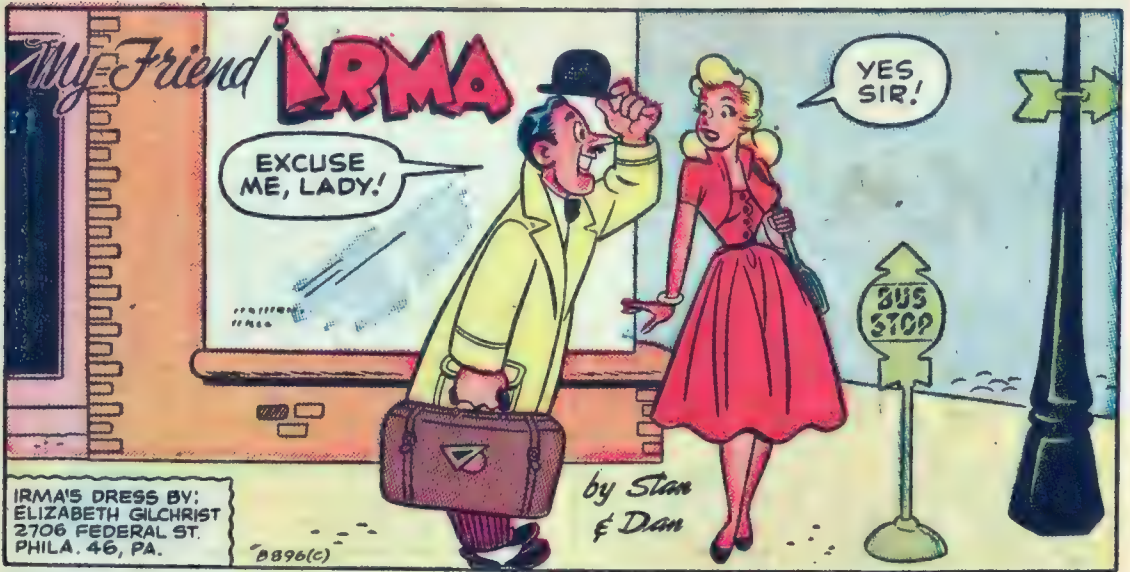














# HERE'S PROOF...

How This Amazing New  
Scientific Formula  
Called Comate May Help You

## Save Your Hair



If you are troubled by thinning hair, dry itchy scalp, dandruff, if you fear approaching baldness - here is **GOOD NEWS!**

Now available to you is the amazing new Comate Medicinal Formula, developed after years of painstaking research. Comate effectively controls seborrhea - the scalp disease now believed by many leading doctors to be the most common

cause of hair loss and eventual baldness. These doctors declare that three types of dangerous scalp organisms are the cause of this scalp disease: staphylococcus albus, pityrosporum ovale, and corynebacterium acnes.

First, Comate was put to a series of rigid tests on cultures of these hair-destroying bacteria. **HERE ARE THE STARTLING RESULTS!**

### PROOF 1

June 17, 1950, by a leading independent testing laboratory.

(Complete report on file, copy on request)

Our research chemists were still not satisfied. Yes, Comate had proved itself in the test tube, but would Comate work as well on the human hair and scalp? And so another - a second - series of

experiments was prescribed, to test Comate on the hair and scalps of men and women. Here is the remarkable performance of Comate when applied directly to the human scalp.

### PROOF 2

December 14, 1950, by a leading independent testing laboratory.

(Complete report on file, copy on request)

After this proof of success both in the laboratory and on the scalps of men and women, Comate was put to the third test - the toughest of them all. Comate was sold by the thousands on

a **DOUBLE MONEY BACK GUARANTEE** in a number of typical American areas. In 3 short months we have learned that our work and faith in Comate have been vindicated.

### PROOF 3

Letters of gratitude hailing Comate have poured into our offices. By word-of-mouth the amazing results with Comate have been told far more effectively than we could in this advertisement. And only 1.9% of Comate users have asked for and received double their money back. Imagine! 98.1% of our customers were delighted with the sensational results from Comate Formula. Report July 27, 1951, by Certified Public Accountant.

#### DOUBLE YOUR MONEY BACK GUARANTEE

Read the PROOF from the laboratory tests - the PROOF from the scalp tests - the PROOF in the letters of gratitude from happy men and women who have found Comate the answer to their scalp troubles.

Comate must accomplish for you what it has for thousands of men and women. You must be completely satisfied, or **DOUBLE YOUR MONEY** will be returned to you. We take all the risk.

Not even Comate can grow hair from dead hair follicles - so **DON'T DELAY** - fill out the no-risk coupon while there is still a chance to have thicker-stronger-healthier looking hair. Mail the coupon TODAY

#### Actual Experiences of Skeptical Men and Women PROVE HAIR CAN BE GROWN From Live Hair Follicles

"I used to comb out a handful of hair at a time. Now I only get 4-6 on my comb. The terrible itching has stopped."  
-L. H. M., Los Angeles, Cal.

"My hair has quit falling out and getting thin."  
-D. W. G., c/o PPO, N. Y.

"My husband has tried many treatments and spent a great deal of money on his scalp. Nothing helped until he started using your formula."  
-Mrs. R. L. B., Piqua, Ohio

"Used it twice and my hair has already stopped falling."  
-R. H., Corona, Cal.

"Comate is successful in every way you mention. Used it only a few days and can see the big change in my scalp and hair."  
-C. E. H., N. Richland, Wash.

"My hair was thin at the temples, and all over. Now it looks so much thicker."  
-Miss C. T., San Angelo, Tex.

"I've used a good many different 'tonics.' But until I tried Comate, I had no results. Now I'm rid of dandruff, and itchy scalp. My hair looks thicker."  
-G. E., Alberta, Canada

"My hair has improved. It used to fall out by handfuls. Comate stopped it from falling out."  
-D. M. H., Oklahoma City, Okla.

"Now my hair looks quite thick."  
-F. J. K., Chicago, Ill

"My hair had been coming out and breaking off for about 21 years and Comate has improved it so much."  
-Mrs. J. E., Lisbon, Ga.

"No trouble with dandruff since I started using it."  
-L. W. W., Galveston, Tex.

"It really has improved my hair in one week, and I know what the result will be in three more. I am so happy over it, I had to write!"  
-Mrs. H. J., McComb, Miss.

These are a few of the unsolicited testimonials received every day from grateful men and women all over the country. Once you've tried Comate you'll rave about it, too!

#### RUSH THIS NO-RISK COUPON NOW!

COMATE LABORATORIES INC., DEPT. 3902C  
1432 Broadway, New York 18, N. Y.

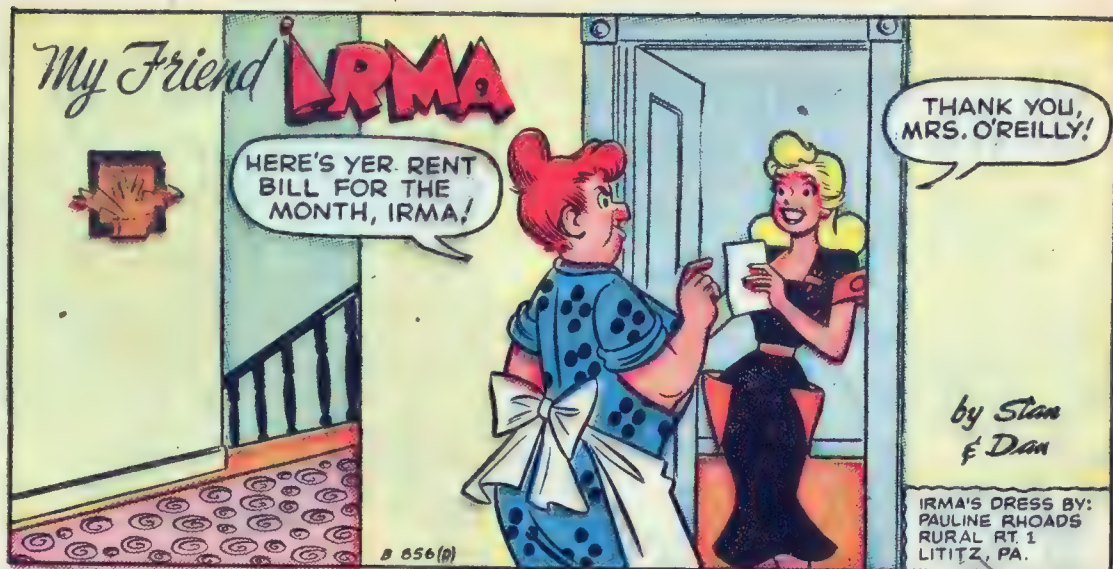
Please rush my bottle (30-days supply) of Comate Hair and Scalp Formula in plain wrapper. I must be completely satisfied or you guarantee **DOUBLE MY MONEY BACK** upon return of bottle and unused portion.

- ☐ Enclosed find \$5.00. Send postpaid. (Check, cash, money order.)  
☐ Send C.O.D. I will pay postman \$5.00 plus postal charges.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
APO, FPO, Canada and Foreign-No C.O.D.'s

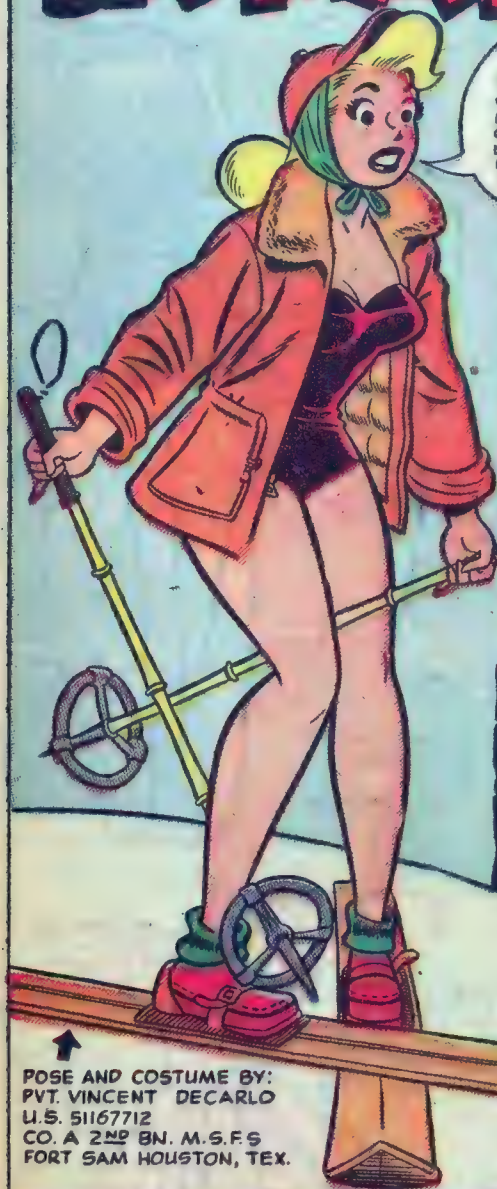
#### DOUBLE YOUR MONEY BACK GUARANTEE







# IRMA'S DEPARTMENT OF UTTER CONFUSION!



HI, FRIENDS!

AL ASKED ME WHY I'M WEARING A BATHING SUIT UNDER MY SKI-OUTFIT... I TOLD HIM IT'S BECAUSE JANE SAID THIS MOUNTAIN IS A SEA OF SNOW! BUT SO FAR, I HAVEN'T SEEN ANY WAVES! I HOPE YOU LIKE THE STORY OF HOW I MET AL IN THIS ISSUE! MR. CLYDE SAID THAT I OUGHT TO PRINT ANOTHER STORY CALLED "WHY I MET AL!" I CAN'T UNDERSTAND WHY NOBODY LIKES AL! EXCEPT FOR BEING SELFISH, INCONSIDERATE, AND LAZY, HE'S A TERRIFIC GUY! BY THE WAY... DON'T MISS NEXT MONTH'S ISSUE... I'LL INTRODUCE YOU TO MY COUSIN HERMAN!

BYE...YOUR FRIEND-- *Irma*

## THIS MONTH'S WINNING IRMA-ISMS:

JANE: IRMA, I THOUGHT YOU WERE GOING TO MAKE THE BEDS BEFORE OUR COMPANY CAME!

IRMA: I STARTED TO, BUT I RAN OUT OF NAILS!

SUBMITTED BY: BRENDA KEITHLEY, R.R. 1  
BEDFORD, INDIANA

SELLER: THIS IS THE FIFTH TICKET YOU BOUGHT, LADY!

IRMA: I KNOW...BUT THAT MAN AT THE GATE KEEPS TEARING THEM UP!

SUBMITTED BY: MERILEE CLARK, ASH MT.  
THREE RIVERS, CALIFORNIA

AL: CHICKEN, DO YOU LIKE SUNDAES?

IRMA: YES, BUT I LIKE SATURDAYS BEST!

SUBMITTED BY: RAYMOND MORALES  
220 S. AVE. L, LUBBOCK, TEXAS

AL: DON'T YOU THINK YOU BETTER GET ON THE BALL IF YOU'RE GOING TO PAINT THE WALL, CHICKEN?

IRMA: IT'S EASIER TO STAND ON A LADDER, SILLY!

SUBMITTED BY: DANNY HOLLOWAY, 2175-5TH AVE.  
NEW YORK, N.Y.

JANE: IRMA, WHY DO YOU KEEP ERASING THAT BLACKBOARD?

IRMA: BECAUSE EVERY TIME I ERASE IT, IT GETS BLACKER!

SUBMITTED BY: BEVERLY NICKESON,  
123 SO. PENROD ST.  
BEATRICE, NEBRASKA

AL: I'VE JUST CHANGED MY MIND, IRMA!

IRMA: REALLY? DOES IT WORK BETTER THAN THE OLD ONE?

SUBMITTED BY: GEORGE FRANGOS  
800 S. PONCA ST.  
BALTIMORE, MD.

POSE AND COSTUME BY:  
PVT. VINCENT DECARLO  
U.S. 51167712  
CO. A 2ND BN. M.S.F.S  
FORT SAM HOUSTON, TEX.

## MORE WINNERS:

JANE: WHY DON'T YOU PUT THE TELEVISION SET ON?

IRMA: WELL, FINISH THE SENTENCE...ON WHAT?

SUBMITTED BY: JOE DOWLES, BUTTE, MONT.

JANE: LET'S HANG THE WALLPAPER TODAY, IRMA!

IRMA: OKAY, JANE. I'LL GET THE ROPE!

SUBMITTED BY: PAULA RINDE, GARY, INDIANA

## OTHER WINNERS:

ANNIE SAMS, MOUNT DORA, FLORIDA  
TOMMY WOOLLEY, 345 SOUTH K, DINUBA, CALIF.  
JACKIE KEELLING, 2409 7TH AVE., N.Y., N.Y.  
CARA WATKINS, STEVENSON, ALABAMA



SEND YOUR LETTERS TO:  
CONTEST EDITOR...

"MY FRIEND IRMA"

270 PARK AVE.

NEW YORK 17, N.Y.

MY NAME IS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

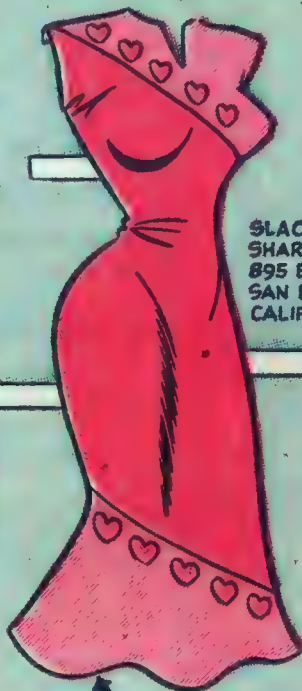
AGE \_\_\_\_\_



# IRMA'S FASHIONS



POSE AND  
SWIM SUIT BY:  
JUDY SPOKLEY  
RT. 4 BOX 1833  
VANCOUVER,  
WASHINGTON

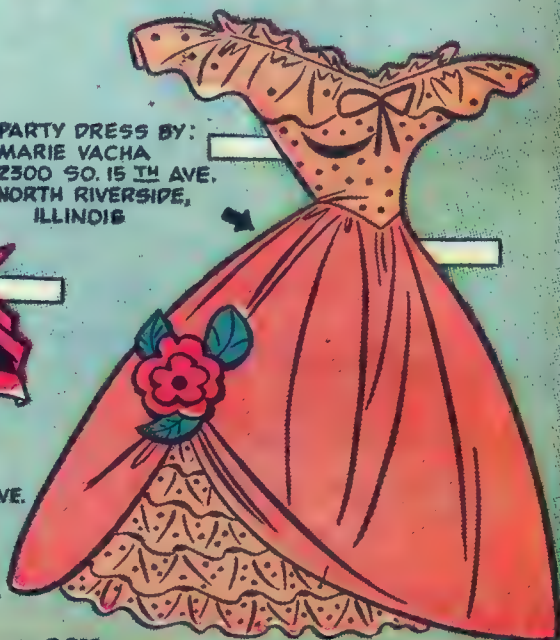


DRESS AND HANDBAG BY:  
PATRICIA MC MASTER  
236-27 AVE. N.W.  
CALGARY, ALTA., CANADA



SLACKS SUIT BY:  
SHARON RUST  
895 EDMONT DR.  
SAN BERNARDINO,  
CALIFORNIA

PARTY DRESS BY:  
MARIE VACHA  
2300 SO. 15 TH AVE.  
NORTH RIVERSIDE,  
ILLINOIS



SWEATER AND  
SHORTS BY:  
LINDA COVEY  
46 WOODLAND AVE.  
BLOOMFIELD,  
CONN.



BECOME A MEMBER OF  
IRMA'S FASHION CLUB!

SEND YOUR FASHION IDEAS TO:  
"MY FRIEND IRMA"  
FASHION CLUB  
270 PARK AVE.  
NEW YORK 22, N.Y.



# STAMPS

# SHOP BY MAIL

**GIVEN**

Rare Octagonal (eight-sided) stamp, Giant Triangle, Gorgeous Diamond, also mammoth and midjet stamps, all given to foreign approval buyers. Premiums with purchases including Scott's International \$6.00 Album, also latest Scott Stamp Catalogues.

**PLYMOUTH, Dept. 60**  
Bell, California

**118 DIFFERENT STAMPS**

including Commemorative, Charles, Airmail, Surcharge, Sets, etc. Only 3c to APPROVAL BUYERS.

**BADGER STAMP CO., Dept. N, MILWAUKEE 3, WIS.**

**U. S. ARMY & NAVY HEROES**

A collection featuring U. S. Army & Navy Heroes on stamps from War of 1812, Civil & Revolutionary and others. A Pictorial History, 10c with bargain U. S. approvals. **LOCUST STAMP CO.**  
Box 205-N, Harmon-on-Hudson, N. Y.

**GIANTIC CANADIAN BARGAIN**

Complete set Royal Vist, Coronation, Jubilee, new George VI set, Confederation, Geo. V set, etc. A gigantic bargain. Only 5c to approval applicants.

**ENIGN STAMP CO.**  
Box 119 Dept. E So. Orange, N. J.

**STAMP COLLECTING OUTFIT**

A packet of stamps from all parts of the world. A package of stamp hinges; perforation gauge and millimeter scale; water-terrace detector. Everything ONLY 10c to approval buyers.

**LORRAINE W. BROWN, Dept. 10 Marion, Mich.**

**25 DIFFERENT INDIA 5c**

to approval applicants Premiums with Purchases

**Brandwein Stamp Co., Box 92-Z, Bayonne, N. J.**

**GIVEN ODD SHAPED STAMPS**

To Buyers of Our Foreign Approvals. Plus an Amazing Surprise Offer **TRU-VALUE SERVICE**  
**Box 1111 Santa Ana, Calif.**

**TWO BIG PICTORIAL SETS**

Unused stamps from the Vatican and San Marino to those requesting our fine approvals.

**SILAS STAMP SERVICE**  
Box 55-M, Triboro Sta., New York 35

**THIS IS IT! THE GREAT FREE OFFER**

Group of Out-of-the-Ordinary Stamps such as World Mosquito Stamp, thrilling Bicycle Race, gorgeous Orchid, Colorful Native Drummer, gigantic Diamond Airmail, Stamp Albums. All to our Approval Buyers. **BELL STAMP SERVICE, Dept. CB-1, Bell, Calif.**

**50 DIFF. UNITED STATES 5c**

including AIRMAILS, PRESIDENTIALS, high values, 19th cent. commemoratives, coils, revenues, etc. to applicants for our BARGAIN APPROVAL. FREE BIG LISTS included.

**W. C. BOOKMAN, Box 145E, Maplewood, N. J.**

**1c**

Thousands of beautiful stamps at only 1c each—why pay more when you can get the best for less. Write today for approvals.

**PENNY STAMP SERVICE**  
Orange California

**★ FREE, SCOTT'S INTERNATIONAL ALBUM, VALUABLE COLORFUL COLLECTION. HINGES, OTHER BIG PREMIUMS**

Full particulars with approvals. Write today 3c Postage please.

**KAYMAX 70 -M Nassau St., New York 38 N.Y.**

**100 DIF. CHINA 5c**

Includes Airmails, Ships, Auto, Map, Heroes. To approval buyers.

**MODERN STAMP SERVICE**  
Box 12, Dept. 500, Wakefield Sta., N.Y. 66

**107 DIFFERENT 3c**

Stamps from Cochín, Oceania, Cameroun, Malta, Cyprus, etc. To Approval Buyers

**Dixie Stamp Co. Dept 16 Milwaukee 1, Wis.**

**FREE**

World's only Octagonal (8-sided) stamp, Abyssinian Red Cross set, Siberia (dead country) set, all to approval applicants.

**CHARLES W. CLEVELAND, JR.**  
806 N. Humphrey Ave., Dept 4 Oak Park, Ill.

**1050 DIFFERENT STAMPS**

given to approval applicants becoming customers. Send 3c for particulars, lists and approvals.

**BRYSON STAMP CO., Drawer F-11, Rossford, Ohio**

## POWERFUL MOTOR

One of the smallest precision motors ever built yet does **GIANT - SIZED JOBS.** Drives Model Planes, Boats, Construction Models, Trains and Cars, etc. with amazing speed up to 6800 R.P.M. (or as little as 50 R.P.M.), using the reduction gears that come with this exciting set. The **MIGHTY MIDGET** does hundreds of jobs. It's a Money. Looks exactly like a Big Motor, yet measures 1"x1 1/4" and weighs one ounce. For only \$2.98, YOU GET LOTS MORE with this Mighty Midget. You get a complete set of gears and pulleys and a transparent multi-ratio gear box as well as a battery clip with two batteries and instructions. NO SHOCKS, SPARKS, NO SHORTS, NO TRANSFORMER NEEDED. Reverses immediately! Cool! Endless hours of fun. Enclose check or money order for \$2.98 for this entire set and we will pay postage. C.O.D. orders plus postage.

**IMPERIAL SALES CO.**  
480 LEXINGTON AVE. DEPT. W-703 N. Y. 17, N. Y.

**WEIRD VOLCANO TRIANGLE**

**GIANT GEO. WASHINGTON & OTHERS**

Six Colored Ecuador, First U. S. Commemorative, Davila Island. Others, Free with approvals.

**CAPITAL STAMP CO., Little Rock 19, Ark.**

**FREE 20 FINLAND!**

ALL DIFFERENT To Approval Applicants

**N. D. ROSENBERG**  
Box 1303 Dept. 702 Chicago

**FREE** — Famous American Set, Flag Set, National Park Set, and Presidential Set to \$5. Send 3c for 15 of the above stamps plus full particulars and approvals.

**TRIBORO STAMP CO. Dept. 1902**  
145 Nassau St. New York 38, N.Y.

**WE GIVE YOU**

**MAMMOTH INTERNATIONAL ALBUMS, Scott's Catalogues, hinges, complete accessories, when you buy our wonderful foreign approvals. Don't wait unless you intend to buy. But don't buy elsewhere without comparing our more generous offers.**

**BARGAIN STAMPS SANTA ANA, CALIF.**

**WOW! 203 All Different GERMANY 10c**

Zepplines, Semipostals, Airmails, High Values, etc., to new customers.

**Jamestown Stamp Co., Dept. 523, Jamestown, N. Y.**

**200 Exotic Japan 10c!**

**STAMPS**

**KENMORE, Milford K-73, N. H.**

**GIGANTIC COLLECTION FREE!**

Includes Triangles, Early United States—Animals—Commemoratives—British Colonies—High Value Pictorials, etc. Complete Collection plus Big Illustrated Magazine all free. Send 5c for postage.

**GRAY STAMP CO., Dept. M C, Toronto, Canada**

**BARGAIN! Includes Zanzibar, Liberia, Falklands, Caymans, da Cunha, Brunel, Jordan, Virgins, Fiji; numerous others. Everything 10c with approvals. N. D. Bennett, Box 66, Springfield Gardens 18, N. Y. (055)**

**WE WANT TO GET ACQUAINTED!**

Send us your name and address and we will mail you a beautiful selection of Pictorial and Commemorative stamps. (Approvals.) Write today. **SEND NO MONEY!**

**EAGLE STAMP CO.**  
Dept. 11, 2221 Romine, Pittsburgh 26, Pa.

**UNITED STATES BARGAIN**


It sounds unbelievable, but nevertheless it's true: "50 different United States stamps, face value as high as \$5.00 for only 10c" to approval applicants, but only one per person. Please state whether approvals shall consist of only U. S. or foreign also.

**GLOBUS STAMP CO.**  
268 4th Ave., N. Y. 10, N. Y. Dept. 329

**APPROVAL HEADQUARTERS**

## Ugly BLACKHEADS OUT IN SECONDS

Keep your complexion free of Blackheads this new way — look attractive instantly!



**Try VACUTEX**

**Blackhead-Remover**

The amazingly effective Vacutex extracts Blackheads automatically — WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

**\$7.00**

**10 DAY TRIAL COUPON**

**BALLCO PRODUCTS CO., Dept. 54**  
19 West 44th St., New York 18, N. Y.

☐ Enclosed find \$1. Send postpaid.  
☐ Send C.O.D. I will pay postman \$1 plus postage; \$1 refund if not delighted.

**SORRY, NO C. O. D.'s OUTSIDE U. S. A.**

**FREE! POWERFUL MAGNIFYING GLASS**

for 5c Post. Bargain lists and approvals.

**Jamestown Stamp Co., Dept. 231 Jamestown, N. Y.**

**FREE STAMP CIRCUS!**

Rhinoceros, Snake, Giant, Pygmy, Emu, Kangaroos, Koalabear, Kookaburra and other wild animals. Free with exciting approvals.

**NIAGARA STAMP CO., NIAGARA-ON-THE-LAKE 325, CANADA**

**FREE! "The Stamp Finder"** Tells at a glance the country to which any stamp belongs. 38 pages illustrated. Includes valuable "Stamp Collector's Dictionary," Stamp Treasures and World's Ten Rarest Stamps. Also Approvals.

**GARCELON STAMP CO., Box 1113, Calais, Maine**

**3 TRIANGLES - TURKS - FREE!!**

Fish, Volcano & "Noly" weird triangles in packet with Turks Isl., 50 yr. old Tasmania & Porto Rico stamps. Land, etc. FREE to approval buyers for 3c postage. Rotomac Stamp Co., Dept. 7, Washington 15, D. C.

**GORGEOUS "ORCHID" DIAMOND!!**

Will Rogers "Earthquake Airmail", 1st US comm., Midget, Corsica, Harlem Girl, and 26 others All Free to approval buyers for 3c postage. Belmont Stamp Co., Dept. 65, Washington 15, D. C.

**55 Roosevelt and Pope Triangle 1 Lot 55 DIFFERENT with Greek Roosevelt, Giant "Pope" Triangle, Icarus, Greenland, etc. Catalogue \$1.15 — ALL 5c with approvals!**

**LONGHORN STAMP CO.**  
Box 3088, Ellwood Sta. Lubbock, Tex.

**★ SONG POEMS ★**

Wanted To Be Set to Music

Send your poems for free examination. Any subject. **PHONOGRAPH RECORDS MADE.**

★ Five Star Music Masters 327 Beacon Bldg., Boston, Mass.

**FREE LUMINOUS CRUCIFIX**

Glow in the Dark

4 inches long - no obligation Opportunity to earn valuable premium. Just send Name & Address to **The CASEY CO.**  
DEPT. 12 • PROVIDENCE 7, R. I.



AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA

IRMA, THIS IS THE 7TH TIME YOU'VE SHOWN YOUR PHOTO ALBUM! I'M SICK OF LOOKING AT IT...I CAN'T STAND IT ANY MORE...IF YOU DON'T STOP I'LL SCREAM!

THAT'S OKAY, JANEY, JUST REMEMBER TO LET ME KNOW IF YOU START GETTING BORED!

JANE'S DRESS BY:  
DIANE WALPOLE  
490 ACADEMY  
FERNDALE, MICH.

IRMA'S OUTFIT BY:  
CONNIE YUSPOW  
146 1/2 OLIVE AVE.  
OSHAWA, ONT., CANADA

by  
Stan Lee

C-254

HERE'S A PICTURE OF ME AT THE ZOO...

WHO'S THE ONE EATING CANDY?

MONKEY

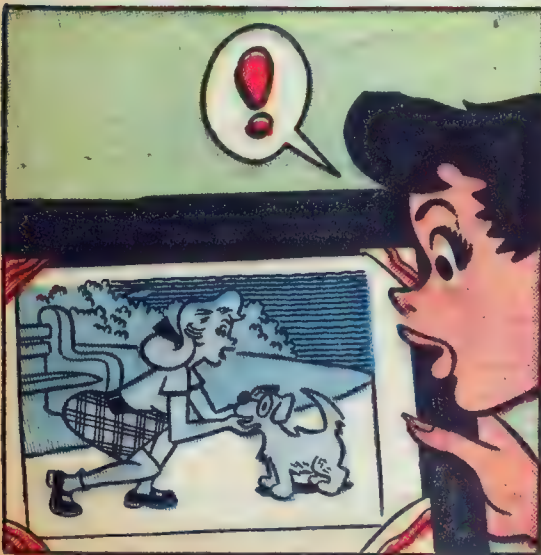
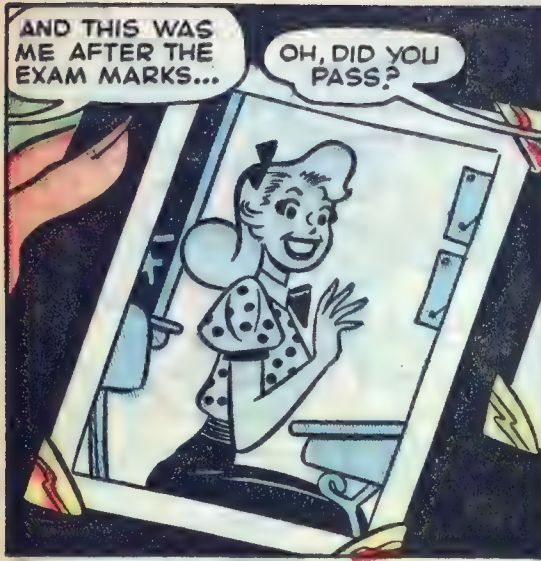
HERE'S A PICTURE OF ME TAKING AN EXAM IN SCHOOL...

IT MUST HAVE BEEN UNDER DURESS!

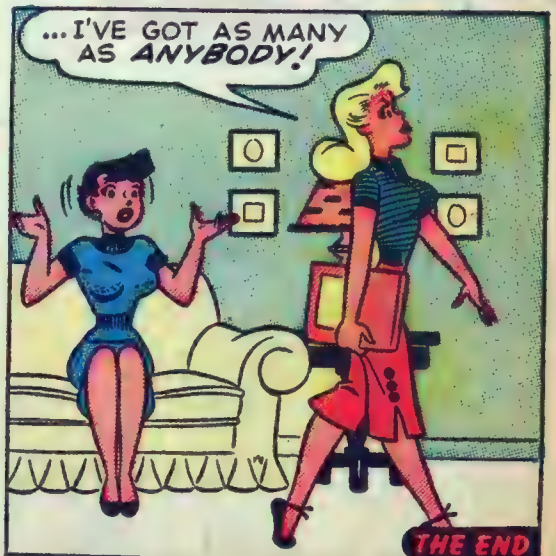
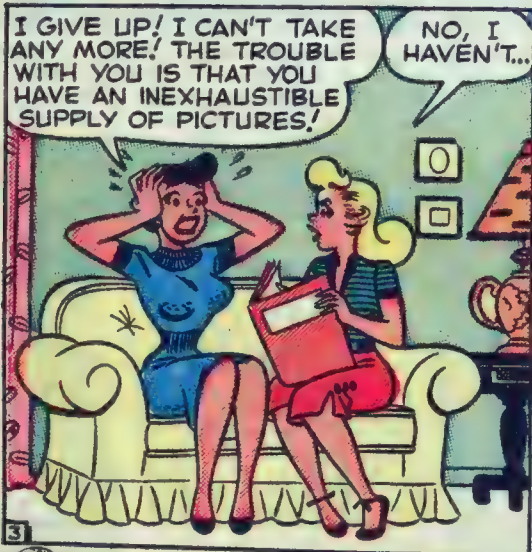
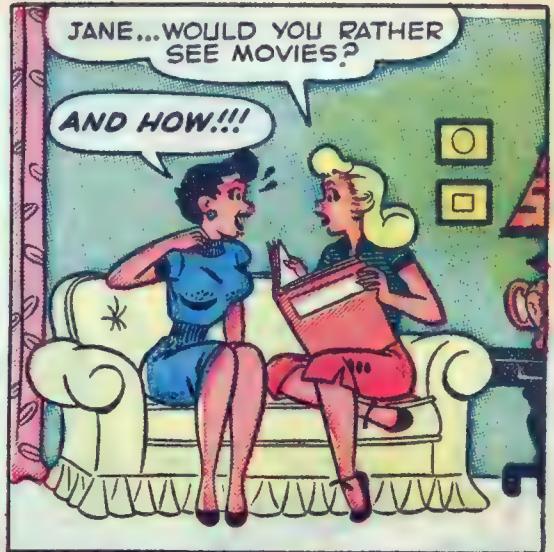
NO, UNDER THE THIRD FLOOR!

2  
2  
4









FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!





# CHEW "SPECIAL FORMULA" CHEWING GUM! *Reduce*

UP TO **5 lbs.** A WEEK WITH **DOCTOR'S PLAN!**

NOW—at last—a new, scientific idea which guarantees you can lose as much weight as you wish—or you **DON'T PAY A PENNY!** The wonderful part is that it is so simple . . . so very easy and safe to lose those ugly, fatty bulges on hips, abdomen, chin, neck, bust, arms, thighs, legs, etc. The results of lost weight by normally overweight men and women are really amazing. No hardship, no exhausting exercises, drugs or laxatives. Here's the new, modern way to reduce . . . to acquire an improved figure and the slimmer, exciting, more graceful silhouette you've dreamed about. Simply chew Special Formula Chewing Gum and follow the Doctor's Plan. This tasty wholesome Chewing Gum possesses Sorbitol, is sugar-free, and reduces appetite. Sorbitol is a new discovery and contains no fat and no available carbohydrates. Just chew this delicious gum and reduce with the Doctor's Plan. If your heart's desire is a slender, beautiful attractive figure—if you want more popularity, friends, romance—then start today! Doctor's Plan will amaze you. Try it for only 10 days, then step on the scale. You will hardly believe your eyes. The important thing is to start . . . so **MAIL COUPON BELOW TODAY!**

**FREE** A full 12-day supply package will be given FREE with each order of 24-day supply for \$2.00.

**100% MONEY  
BACK GUARANTEE**

Let your scale prove you can lose weight and acquire a slimmer attractive figure. A 10-day trial must convince you **OR NO COST.**

12-

DAY

SUPPLY

ONLY

**\$1**

**DOCTOR'S PLAN, DEPT. Y-1  
P. O. BOX 787, NEWARK 1, NEW JERSEY**

Save postage. Doctor's Plan pays postage if you enclose payment now. (If c.o.d., postage and mailing charges extra.)

- ☐ I enclose \$2 cash, check, or money order. Please rush the full 24-day supply **PLUS** the **FREE** 12-day package.  
☐ I enclose \$1. Please rush full 12-day package.

Please Print Clearly

NAME \_\_\_\_\_

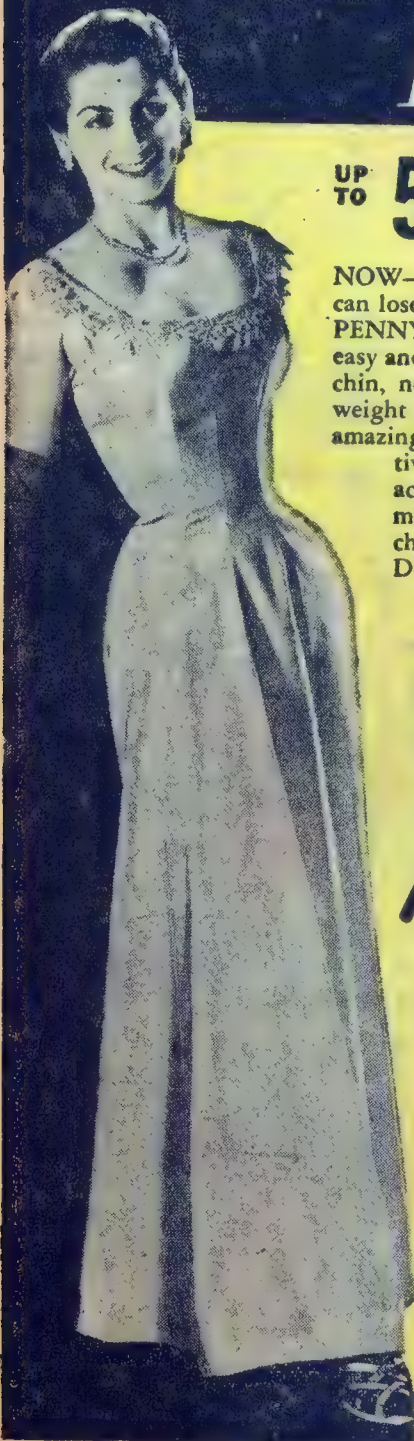
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

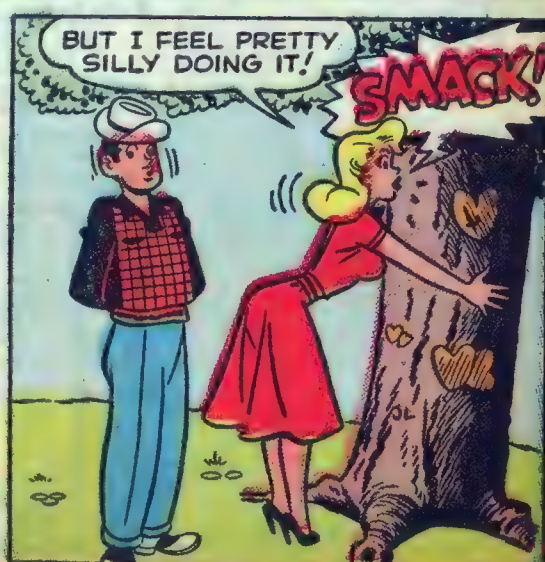
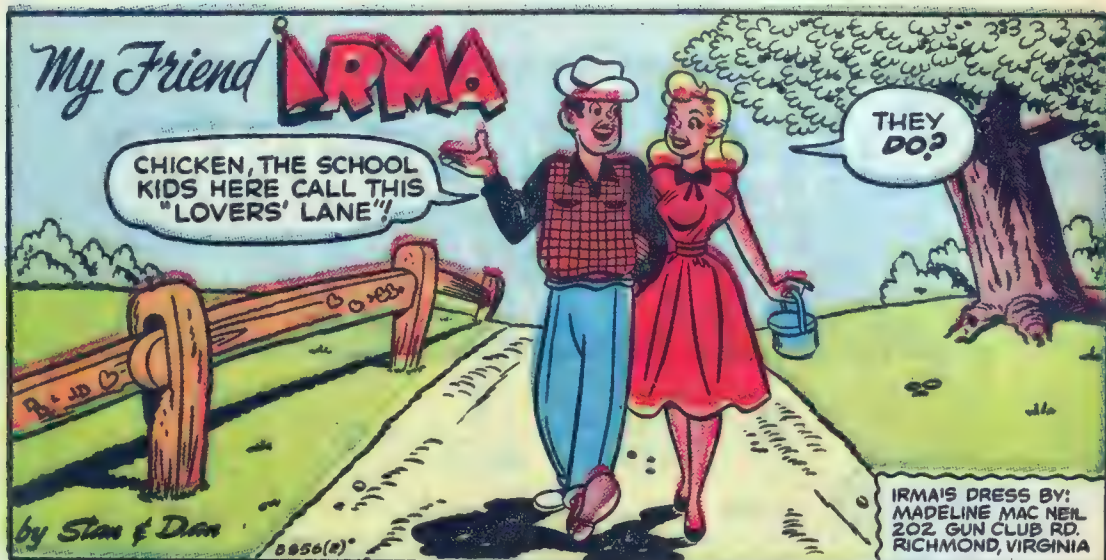
STATE \_\_\_\_\_

**ORDER TODAY—MAIL COUPON NOW!**

MAIL THIS COUPON







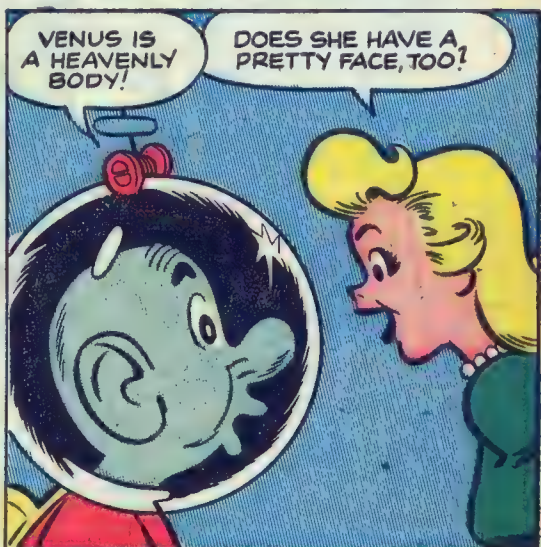
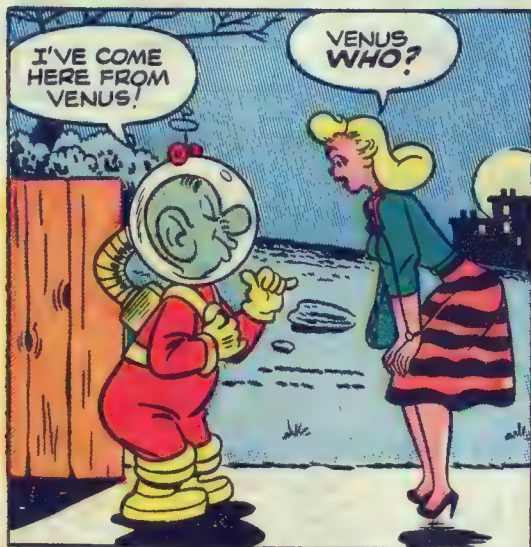
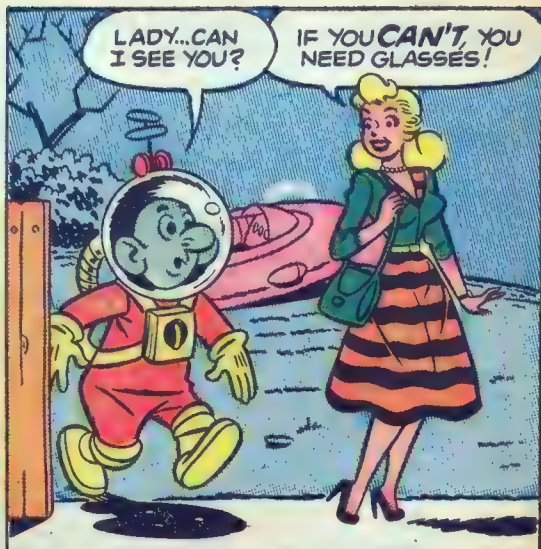


AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

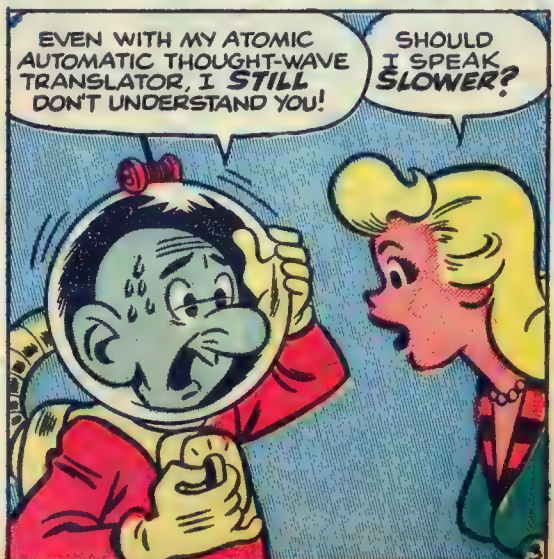
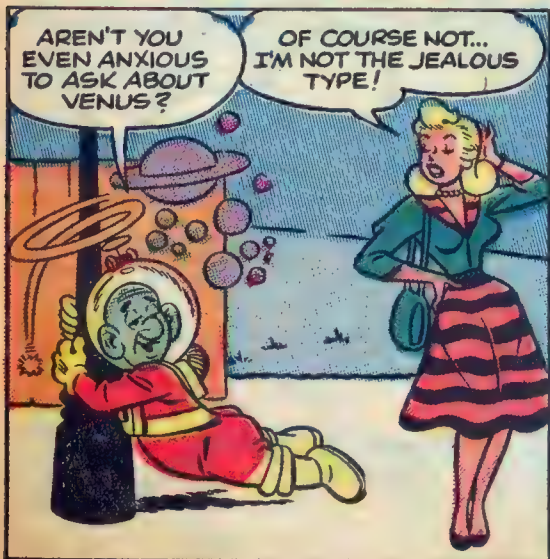
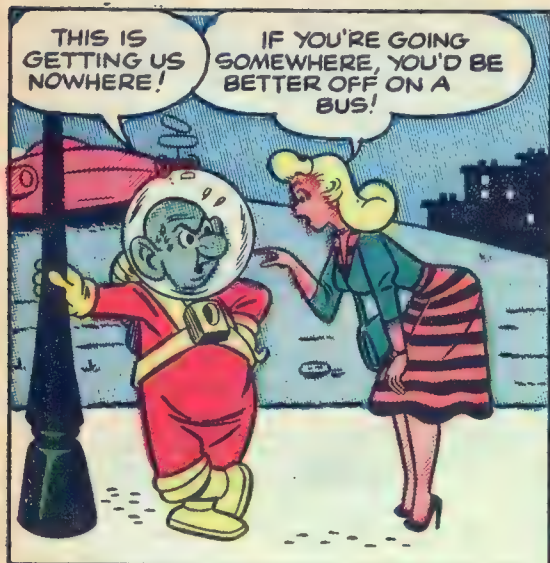
My Friend **IRMA**



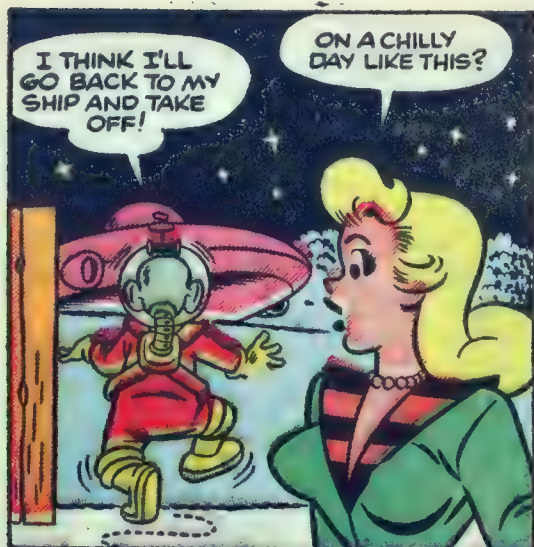












FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!



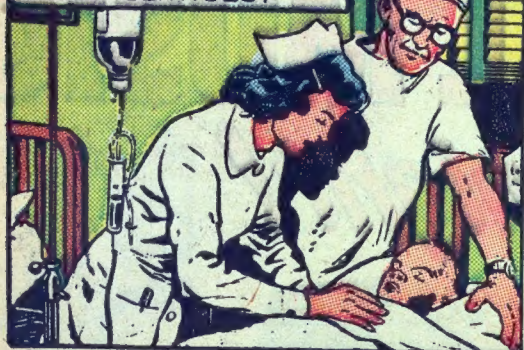


# MARCH IS RED CROSS TIME

## ANSWER THE CALL

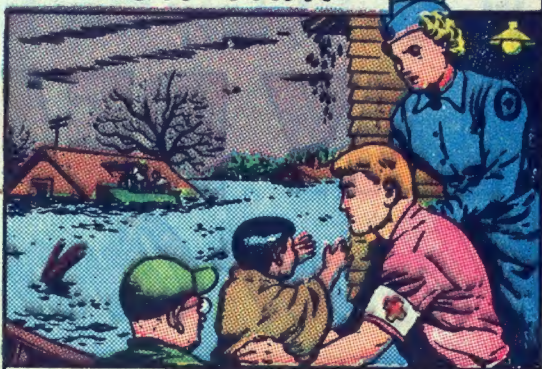


BLOOD IS COLLECTED BY THE RED CROSS FOR THE USE OF CIVILIANS AS WELL AS FOR THE ARMED SERVICES?



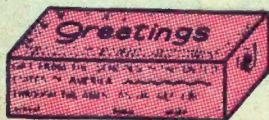
DID YOU KNOW THAT--

SHELTER



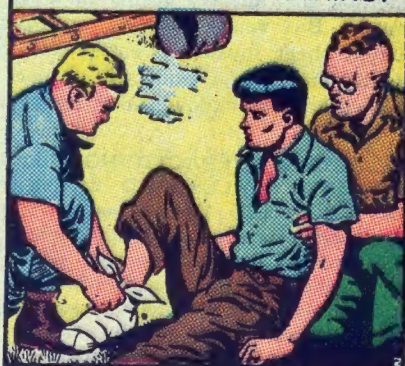
THE RED CROSS PROVIDES TRAINED RELIEF WORKERS WHEN DISASTER STRIKES?

SERVICEMEN MAY GET HELP IN EMERGENCIES FROM RED CROSS FIELD DIRECTORS?

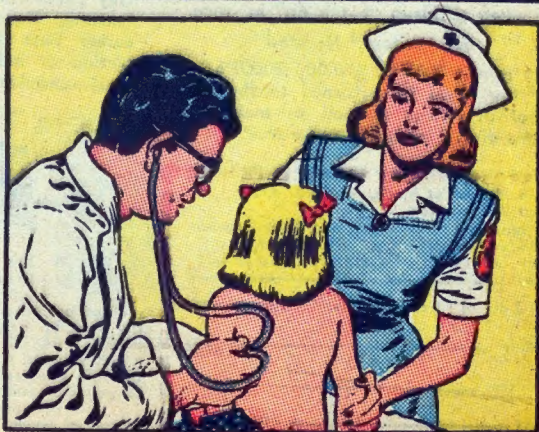
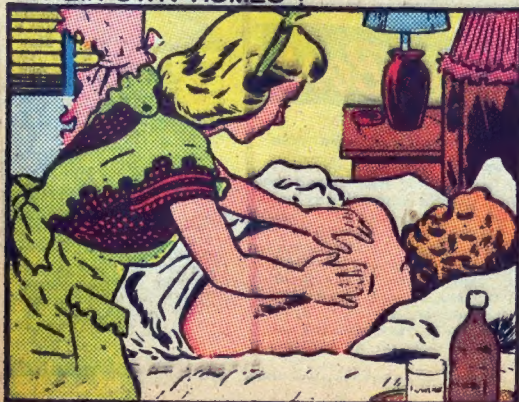


THE JUNIOR RED CROSS PROMOTES INTERNATIONAL GOOD WILL THROUGH GIFT BOXES AND RELIEF SHIPMENTS OVERSEAS?

THE RED CROSS SAFETY SERVICES CONSERVE HUMAN LIFE THROUGH FIRST AID AND WATER SAFETY TRAINING?



HOME NURSING IS TAUGHT BY THE RED CROSS SO THE SICK, NOT IN NEED OF HOSPITALIZATION, MAY RECEIVE GOOD NURSING CARE IN THEIR OWN HOMES?



THE RED CROSS TRAINS THOUSANDS OF VOLUNTEER NURSES' AIDES?





**GEE! IT MUST HAVE  
TAKEN YEARS TO  
LEARN TO PLAY  
*LIKE THAT!***



***NOT AT ALL!* I DIDN'T KNOW  
A NOTE. YET I STARTED  
PLAYING WHOLE PIECES  
*RIGHT AWAY!***

# Wonderful, Easy Way to Learn Enables You To **PLAY REAL MUSIC** *Almost Overnight!*

## **EVEN IF YOU DON'T KNOW A SINGLE NOTE OF MUSIC NOW!**

Yes, it's **TRUE!** In just a few weeks, you can be playing **REAL MUSIC** on your favorite instrument. Not by just a "trick" method that merely *seems* to teach you music. But really *reading* and *playing* actual sheet music—so easily and confidently that your friends will suspect that you've actually "known how" for years!



**NO TEDIOUS PRACTICING OF BORING SCALES AND EXERCISES REQUIRED.** Even if you don't know a single note now, you'll "start right in on pieces." This builds up your skill and confidence so rapidly that soon you'll be able to play **ALL** your favorite songs and compositions *by note*. It's all so clearly explained—so **EASY** to understand—that even children "catch on" at once.

### **No "Talent" Needed**

No wonder **OVER 900,000 PEOPLE** all over the world have turned to the **U. S. School of Music** method to make their dreams of playing music come true! No spe-

cial "talent" is needed. And you learn right at home, in the spare time of **YOUR OWN CHOOSING**—free from the rigid schedule imposed by a teacher. Costs only a few cents per lesson, including sheet music.

### **Why Keep on Missing These Joys?**

Why not let this famous home-study method bring the many pleasures of music into **YOUR** life? Good times! New friends. Gay parties. Extra money from playing or teaching. Possibly even a brilliant musical career. Best of all, the deep *personal* satisfaction of being able to make your own music—provide your own entertainment.



**SEND FOR *Free Book***

### **And Free Lesson-Sample**

Let us **SHOW** you why our way to learn music is so **EASY**—and so much fun! See for yourself why our method has been so successful for 55 years. Mail the coupon below for our valuable 36-page **FREE BOOK**—and free Lesson-Sample which you can try out right at home. No obligation; no salesman will call on you. It can mean so much to you for the rest of your entire life—if you will mail the coupon **TODAY!** **U. S. School of Music, Studio C1475, Port Washington, N. Y.** (Special Reduced Prices on instruments to our students.)

**U. S. School of Music, Studio C1475  
Port Washington, N. Y.**

Send me Free Book and Free Lesson-Sample. No salesman is to call upon me. I'm interested in playing (name instrument) \_\_\_\_\_

☐ I do ☐ I do not—have instrument now

Name \_\_\_\_\_  
(Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ If 16 years or under check here for Book-let A.

### **THOUSANDS NOW PLAY Who Never Thought They Could!**

#### **Mother Fulfills Desire**

"After I had been married 13 years I saw my chance to fulfill my desire to play piano. In a few weeks I could play pieces a friend couldn't who took lessons for 3 years from a teacher."—**Mrs. J. L. Newton, Louisville, Ky.**



#### **How Famous Orchestra Leader Got His Start**

"I got my start in music with your Course. How easy it is to learn to read notes and play this 'teach-yourself' way! You did so much for me. I've enrolled my two daughters." — **Lawrence Welk**

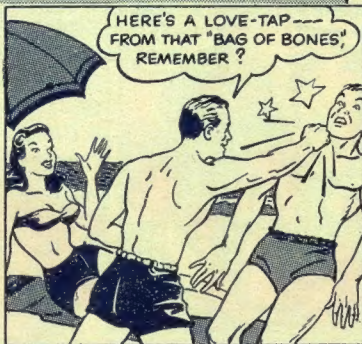
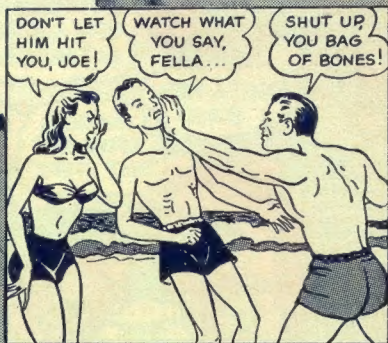


#### **Amazes Friends**

"In a few weeks I could play several pieces. Everyone was amazed, especially friends who had had lessons for years and whom it took 6 months to a year to play simple pieces."—**Mrs. F. Perry, Princeton, W. Va.**







## I Can Make YOU a New Man, Too, In Only 15 Minutes a Day!



**CHARLES ATLAS**  
Holder of title,  
"The World's  
Most Perfectly  
Developed  
Man."

PEOPLE used to laugh at my skinny 97-pound body. I was ashamed to strip for sports or for a swim. Girls made fun of me behind my back. THEN I discovered my body - building system, "Dynamic Tension." It made me such a complete specimen of manhood that I hold the title, "The World's Most Perfectly Developed Man."

### What's My Secret?

When you look in the mirror and see a healthy, husky, fellow smiling back at you — then you'll be astonished at how fast "Dynamic Tension" GETS RESULTS! It is the easy, NATURAL method and you can practice in the privacy of your own room — JUST 15 MINUTES EACH DAY. Just watch your scrawny chest and shoulder muscles begin to swell ... those spindly arms and legs of yours bulge ... and your whole body starts to feel "alive," full of zip and go!

Thousands are becoming husky — my way. I give you no gadgets to fool with. With "Dynamic Tension" you simply utilize the dormant muscle-power in your own body — watch it grow and multiply into real, solid LIVE MUSCLE.

**FREE** My 32 Page Illustrated Book is Yours — Not for \$1.00 or 10c — But FREE

Send for my book, *Everlasting Health and Strength* — 32 pages of photos, valuable advice. Shows what *Dynamic Tension* can do, answers vital questions. A real prize for any fellow who wants a better build. I'll send you a copy FREE. It may change your whole life. Rush coupon to me personally: **Charles Atlas, Dept 605, 115 E. 23rd Street, New York 10, N. Y.**



**CHARLES ATLAS, Dept. 605, 115 East 23 St., New York 10, N. Y.**

Send me — absolutely FREE — a copy of your famous book, *Everlasting Health and Strength* — 32 pages, crammed with photographs, answers to vital questions, and valuable advice. This book is mine to keep, and sending for it does not obligate me in any way.

Name \_\_\_\_\_ Age \_\_\_\_\_  
(Please print or write plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ If under 14 years of age check here for Booklet A.



How Gray Shadow Tracked  
Down the Mystery of  
Spike's Sudden Wealth.

**WE GIVE YOU CASH OR PREMIUMS!**

**WE GIVE YOU CASH OR PREMIUMS!**

GEE! A NEW BIKE!

WHERE'S SPIKE GET THAT STUFF?

GRAY SHADOW  
HAS GOT TO  
TRAIL HIM!

I'LL BUY 2 BOXES OF WHITE CLOVERINE BRAND SALVE, SPIKE! IT'S WONDERFUL... AND THESE ART PICTURES YOU GIVE ARE LOVELY!

THANKS, MRS. JONES! THAT MAKES 10 BOXES I'VE

JONES: THAT MAKES  
10 BOXES I'VE  
SOLD THIS MORNING.  
IT'S EASY!

UGH!  
PALE  
SQUAW  
GIVE-UM  
WAMPUM

HIM STOP 4 WIGWAMS-SQUAWS  
GIVE-UM MUCH WAMPUM-

LOOK! A REAL WATCH TOO!

I CONFESS, KIDS- I GOT ALL THESE PREMIUMS JUST FOR SELLING WHITE CLOVERINE BRAND SALVE...NEXT WEEK I'M GETTING A CAMERA. IT'S A CINCH!

BOY! I'M SENDING IN THAT COUPON RIGHT AWAY!

BOY! I'M  
SENDING IN  
THAT COUPON  
RIGHT AWAY!

**MAKE H  
TALK!**

**OUR 58<sup>TH</sup>  
YEAR**

**ACT  
NOW!**

**WE ARE RELIABLE**

Lovable fully dressed  
Dolls over 15" in height,  
Ukuleles, Alarm Clocks.  
Write or mail coupon today.

Ukuleles,  
Pens, Pen &  
Pencil Sets,  
Poppers,  
sent post-  
age paid).

**OUR  
58TH  
YEAR**

Flashlights,  
Footballs,  
Corn Poppers,  
Fishing Sets,  
Telescopes.

**WE TRUST YOU**



**ACT NOW!**

ankets.  
OUR  
58<sup>th</sup> YEAR

**DW!**

Wilson Chem. Co. Dept. 148-MC Tyrone, Pa. Date.....  
Gentlemen:- Please send me on trial 14 colorful art pictures

with 14 boxes of White CLOVERINE Brand SALVE to sell at 25c a box (with picture). I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start.

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ST \_\_\_\_\_ R. D. \_\_\_\_\_ BOX \_\_\_\_\_

TOWN \_\_\_\_\_ ZONE NO \_\_\_\_\_ STATE \_\_\_\_\_

[illegible]

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 Paste coupon on postal card or mail in envelope today

OUR 58<sup>th</sup> YEAR - WE ARE RELIABLE!

**Paste coupon on postal card or mail in envelope today**